**JOB DESCRIPTION**

**Student Recruitment Co-ordinator**  
Department of English Literature & Creative Writing  
*Vacancy Ref: N2323*

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<th><strong>Job Title:</strong> Student Recruitment Co-ordinator</th>
<th><strong>Grade:</strong> 5S</th>
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<td><strong>Duration:</strong> Fixed-term for 12 months</td>
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<td><strong>Department:</strong> Department of English Literature &amp; Creative Writing</td>
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<td><strong>Directly responsible to:</strong> Student Recruitment &amp; Marketing Officer/PG Recruitment &amp; Conversion Officer, Faculty of Arts &amp; Social Sciences</td>
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<td><strong>Supervisory responsibility for:</strong> Student Ambassadors</td>
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**Other contacts:**
- **Internal:** Head of Department, Admissions Tutor, Departmental Officer, other academic and professional services staff in the Department of English Literature & Creative Writing; Faculty Office; colleagues in Professional Services divisions (in particular Recruitment, Admissions, Marketing, Student & Education Services, Catering and Facilities)
- **External:** Prospective students; parents/guardians; schools and service providers for outreach activities; representatives of external suppliers and contacts in other HEIs.

**Major Duties:**

To provide a high standard of administrative support for all aspects of UG and PG student recruitment, conversion and marketing activity in the Faculty of Arts & Social Sciences, predominantly in the Department of English Literature & Creative Writing. Duties will include:

1. To support the development of creative and cost effective activities and projects to encourage students to apply for and study courses at Lancaster University.

2. Under the direction of the line manager and departmental recruitment lead(s), to develop a programme of activities and events (on campus, off campus and via digital platforms) to facilitate the recruitment of students.

3. To liaise with colleagues in the organisation of interview days, applicant visit days and department contribution to University-wide open days.

4. To liaise and build strong sustainable links with key school contacts, teachers, departmental and wider university colleagues to raise awareness of courses and subjects offered.

5. To provide support for in-house recruitment events ensuring all logistical arrangements, including room and accommodation bookings, hospitality and travel arrangements are in place.

6. To provide accurate information, advice and guidance to prospective students about courses.

7. To support and enhance applicant and offer holder communications.

8. To support external recruitment activities at schools, other external organisations and HE recruitment events. This includes attending the event(s) if required.
9. To maintain online course overviews and module listings within the Department and ensure they are accurate, updated at regular intervals and CMA compliant, liaising with Faculty support as required.

10. To create engaging social media content tailored to applicants’ interests.

11. To act as secretary for any relevant committees, working closely with the Chair to ensure the effective running of the committee and the follow up of agreed actions.

12. To collate, organise and prepare materials suited to different recruitment audiences and markets, including print and digital, working closely with relevant academic staff; coordinate and review departmental literature, including monitoring its use and impact, and develop strategies for improvement.

13. To liaise with artwork designers, photographers and printers as required to ensure high quality publications are produced.

14. To manage any associated student staff, relating to recruitment activities.

15. To provide cover for recruitment, conversion & marketing activities in other departments, as required.

16. To undertake any other duties appropriate to the role, as required by the line manager.

Last updated: 6 January 2020